

Checklist: How to Get the Most Out of Your Event

Sure, you want your supporters to learn, network and have a great time at your events– but what are **YOU** getting out of it?

Here are a few things to keep in mind during each stage of your event process to ensure you get the most out of your events.



TRY IT YOURSELF ▶

Before:

- Create or segment your contact list for invitees
- Add RSVPs to a segmented mailing list
- Set up your event registration and landing page
- Create email and/or text series: Don't forget to register!
- Create email and/or text series: See you at the event!
- Share event details and registration page on social and encourage sharing (if open to all)
- Launch event ticket giveaway on social (if applicable)

During:

- If an open event:
 - Post sign-up sheets to allow people to opt in to your contact list
 - Include QR codes on signage for contact list opt-in
 - Share text-to-join instructions for your opt-in
- Encourage attendees to take and share photos of the event on social media
- Take photos of the event for sharing on social and website
- Check-in attendees for a targeted list of day-of attendees

After:

- Send attendees a text and/or email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "we missed you!" event recap
- Post photos and recaps to social media
- Retweet/repost attendee content about the event
- Include photos and info from the event in upcoming newsletters
- Evaluate metrics to measure success
 - Event attendance
 - Email, social and text engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events